

Milpitas Sanitation 2017 Outreach Plan  
SFD - Residential Single Family Dwelling  
Start -up – March 2018

- Flyer about billing transition inserted into bills starting 8/8/17 – 9/25/17
- Initial cart selection mailer with a unique identifier code including options to mail-in cart selection, a web-based response, or call to customer service
- Four consecutive weeks of print advertisements in *The Milpitas Post* announcing new hauler/cart choice
- Door hanger distribution with reminder to select a cart size
- Community Meetings to discuss billing changes, cart selection and the new recycling program
- Print advertising in *The Milpitas Post* promoting cart delivery process
- Holiday tree collection postcard and website information
- Split cart instructional video
- Annual Newsletter starts with January - March billing from Milpitas Sanitation (?)

| SFD Initial Outreach         |   |                                    |
|------------------------------|---|------------------------------------|
| Timing                       | Outreach Task Description   | Responsibility                     |
| August - October 2017        | Billing insert explaining billing changes   | Kelli Pellegrini                   |
| August 24, 2017              | Cart selection mailer   | Kelli Pellegrini                   |
| August 28-September 1, 2017  | Door hanger reminder to choose cart size  | Kelli Pellegrini, AMS Distribution |
| September, October, November | Community Meetings to explaining billing changes, cart selection, program changes | Kelli Pellegrini<br>Uyen Mai       |
| August 24 - September 25th   | Newspaper advertising explaining cart choices                                     | Kelli Pellegrini                   |
| November 2-23, 2017          | Newspaper advertising explaining cart delivery process                            | Kelli Pellegrini                   |
| December 2017                | Holiday tree collection postcard and website information                          | Kelli Pellegrini                   |
| October 2017                 | Split Cart Instructional Video available on website                               | Kelli Pellegrini                   |
| November                     | Carts and Kitchen Pail delivered  | Milpitas Sanitation Contractor     |
| Jan-March billing            | Annual Newsletter   | Kelli Pellegrini                   |